

Herbert Kelleher
Chairman of the Board, President, and CEO
Southwest Airlines Co.
P.O. Box 36611 - Dallas, TX 75235

Business Awards and Honors

National and International

One of the Most Admired Companies in America (6 of 10): *Fortune Magazine* (1999)
CEO of the Year. *Chief Executive* magazine (1999)
CEO of the Century, *Texas Monthly* magazine (1999)
American Society of Safety Engineers (Honorary Member —1999)
One of “Most Trusted” US, companies, *Marketing Management* magazine (1999)
Most Admired Companies in the World (No. 13), *Fortune Magazine* (1998)
Airlines Person of the Year. *Travel Agent Magazine* (1998)
Induction into the National Sales & Marketing Hall of Fame-- National Alliance of Sales & Marketing Executives (1998)
Executive of the Year: University of Arizona (1998)
The Best Company to Work for in America (No. 1): *Fortune Magazine* (1998)
One of the Most Admired Companies in America (1 of 10): *Fortune Magazine* (1998)
The Most Admired Airline in America (No. 1): *Fortune Magazine* (1994 through 1998)
Clinton Co.’s Quest for Quality-transportation industry award (1997)
The 431 Best-America’s Most Admired Companies (No. 45): *Fortune Magazine* (1997)
16th Annual Patterson Transportation Lecture, Northwestern University (1997)
Golden Eagle Award: Senior Aerospace Executives (1997)
DKE President’s Award for Outstanding Achievement (1997)
“People of the Year” Winners Circle: *Travel Agent Magazine* (1997)
PGE Award for “Families in Good Company” (1997)
Most Consumer-Friendly Airline: *Consumer Reports Travel Letter* (1997)
Annual Business Leadership Award: University of Michigan School of Business (1997)
Philip Crosby Award for National Entrepreneurial Innovation and Leadership: University of Tulsa (1997)
Wings Club Distinguished Achievement Award (1997)
Airport Consultants Council Aviation Award of Excellence (1996)
Golden Plate Award: American Academy of Achievement (1996)
Outstanding Business Leader Award: Northwood University (1996)
Spirit of St. Louis Award: St. Louis Chamber of Commerce & Growth Association (1996)
Silver Place Award: *Lodging Hospitality*(1995)
One of three “Most Influential Executives” in travel industry: *Tour and Travel News* (1995)
1995 Quality Carrier: *Distribution Magazine*
One of America’s Most Admired CEO’s: *Industry Week Magazine* (1995)
“Is Herb Kelleher America’s Best CEO?.” *Fortune Magazine* (1994)
One of “People of the Year”: *Travel Agent Magazine* (1994-95)
Most Influential Person in Airline Industry: *Commercial Aviation Report* (1994)
Best Short Haul Carrier of Last 20 Years: *Air Transport World* (1994)
Business Leader of the Year: Georgetown University, Washington D.C. (1994)
Marketing Achievement Award: *Sales & Marketing Magazine* (1994)
Winthrop W. Grice Award: Hospitality Sales & Marketing Ass’n. Int’l. (1994)
Tony Jannus Award (1993)
SMEI Tops in Marketing Award (1993)
Smithsonian Award: Aero Club Trophy for Aviation Excellence (1993)
Airline Industry Person of the Year: *Travel/Agent Magazine* (1993)
Airline of the Year: *Air Transport World* (1993)
CEO of the Year-U.S. Transportation Industry *Financial World* (1993)
Inductee, Sales & Marketing Academy of Achievement (1992)
Gold Award-Best CEO Major Airlines: *Wall Street Transcript* (1992-93)
Person of the Year: *Travel Agent Magazine* (1992)
Outstanding Financial Performance-Airline: *Aviation Week & Space Technology* (1992-93)

Airline of the Year: *Air Transport World* (1991)
 Best Manager: *Business Week* (1991)
 Most Influential Executives; *Business Travel News* (1991)
 U.S. Master Entrepreneur: *Inc. Magazine* (1991)
 Best Chief Executive-Airline Industry: *Financial World* (twice selected)
 Best Managed Airline: *Airline Executive* (1990)
 One of the Three Best CEOs of the Decade-Airline Industry: *Financial World* (1990)
 CEO Honor Roll-Airline Industry: *Financial World* (1990)
 Best Financial Management-Airline Industry: *Air Transport World* (1990)
 Newsmaker of the Year-Aviation (Space Writers Ass'n.): *US. News and World Report* (1988)
 Airline Industry Service Award; *Air Transport World*
 Best Chief Executive Officer-Regional Airline: *Wall Street Transcript* (numerous times)
 One of Three Best Managed Companies-Airline Industry: *Investment Decisions* (Quality of Management Report)

State and Local

Aviation Hall of Fame & Museum of New Jersey (1999)
 Spirit of Generations award, Senior Citizens of Greater Dallas (1999)
 Dallas Business Hall of Fame (1999)
 Distinguished President award, Dallas/Fort Worth Chapter, American Women in Radio and Television (1999)
 Access Award, Los Angeles County Commission on Disabilities (1999)
 Alumni of the Year, Haddon Heights High School Alumni Association (1999)
 Excellence in Entrepreneurial Leadership, Harvard Business School Association of Southeastern New England (1998)
 The Dallas Area Distinguished Leader Award: Texas Association of Business and Chambers of Commerce (1998)
 Business of the Year Award: The BWI Business Partnership, inc. (1998)
 Community Award, Southwest Alliance for the Mentally III (1998)
 Al Lipscomb State Fair Classic Community Service Award (1998)
 Legendary Leader, Legends of Texas Bridge: Georgetown, Texan (1997)
 Citizen of the Year: Southwest Community Congress (Chicago) (1997)
 Best Domestic Airline: *Arkansas Democrat-Gazette* (1997)
 Tate Distinguished Lecture Series, Southern Methodist University, Dallas, Texas (first local resident in 14 years to give lecture) (1996)
 Industry of the Year Award: Houston Chamber of Commerce (1996)
 Best Boss; Best Luncheon Speaker; and Best Company to Work for: *Dallas Business Journal* (1995)
 Leon Tolle Memorial Award: San Antonio Chapter of American Marketing Ass'n. (1995)
 Oklahoma Commerce & Industry Hall of Honor (first out-of-state inductee) (1995)
 Governor's Tourism Development Award: Nevada (1995)
 Headliner of the Year: Gridiron Show, Press Club of Dallas (1995)
 Circle of Love Award: New Orleans Ronald McDonald House (1995)
 Barbara Jordan Award: Texas Governor's Committee on People with Disabilities (1995)
 Contribution to Aviation Award: Texas Dept. of Transportation (1995)
 Junior Achievement Award: San Antonio (1994)
 Cradle of Liberty Award: Brazosport, Texas (1994)
 Great Entrepreneur of the Year Award: Southwest CEO Council (1992)
 Distinguished Business Leadership Award: College of Business Advisory Council, University of Texas at Arlington (1992)
 Circle of Love Award: Phoenix Ronald McDonald House (1992)
 Stewardship of Texas Values Award: Texas Lyceum (1992)
 Business Statesman Award: Harvard Business School Club of Dallas (1992)
 Pro Bona Publico Award: Dallas Advertising League (1992)
 Texas Business Hall of Fame
 Hall of Fame, College of Business, University of Texas
 Kupfer Distinguished Executive Award, College of Business, Texas A&M University
 Herbert D. Kelleher/MCorp Professorship: School of Business, University of Texas at Austin
 Herbert D. Kelleher Centennial Professorship in Business Law: School of Business, University of Texas at Austin
 Herbert D. Kelleher Professorship in Transportation: Texas A&M University
 Honorary Doctorates: Wesleyan University; Paul Quinn College; Lewis University.

Education

Graduate

New York University, LL.B. - 1956 (with honors)
(New York University Law Review 1955-1956, Root-Tilden Scholar)
Clerk, Supreme Court of New Jersey, 1957-1959

Undergraduate

Wesleyan University, Middletown, Conn., B.A. (with honors)
(Olin Scholar; Student Body President; Literary Editor of Yearbook; Outstanding Undergraduate and Athlete Awards)

Personal Background

Born March 12, 1931; married to Joan Negley; four children: Julie, Michael, Ruth, and David, and eight grandchildren.

Memberships/Business and Civic Affiliations

Southwest Airlines Co. - Founder, Director, and General Counsel, from inception (1967) to 1978
Southwest Airlines Co. - Secretary from inception to March 1978
Southwest Airlines Co. - Interim President and CEO, March-August 1978
Southwest Airlines Co. - Chairman of the Board, August 1978 to present
Southwest Airlines Co. - President and CEO, September 1981 to present
Member, National Commission for a Strong and Competitive Airline Industry (1993)
Oppenheimer, Rosenberg, Kelleher, and Wheatley, Inc - Founder, Director, and Shareholder, 1971 to 1990
The University of Texas College of Business Administration, Chairman of the Advisory Council, 1981-1982
Texas Transportation Institute, Texas A & M University System, Member Advisory Committee, 1983 to present
NYSE Listed Company Advisory Committee, Member 1985-1987
Communities in Schools Advisory Council. Member 1985-1986
Dallas Citizens Council, Director
McDonald Observatory and Department of Astronomy Board of Visitors, McDonald Observatory at Mt. Locke. The University of Texas at Austin, Member 1985 to present
Partnership for Improved Air Travel, Past Chairman
Texas Lyceum Association Advisory Committee, Member
State Fair of Texas, Director
St. Mary's Hall, San Antonio, Texas, Board of Trustees Director. Past President
Who's Who in World; America; Southwest; Law, etc.

(Updated 2/00)